

# YOU WILL LIKE EL PASO

The Most Progressive City in Texas and the Largest City in the "Rocky Mountain Southwest," South of Denver, West of San Antonio or Fort Worth or East of Los Angeles.

## "THE TRUTH IS GOOD ENOUGH"

In describing the opportunities for home-making or investment, either in the city of El Paso or in the irrigated valleys being reclaimed by means of the flood waters of the Rio Grande stored behind the Elephant Butte dam, there is no need for extravagance of phrase. The city and the country will speak for themselves. Those contemplating home-making or investment have but to come and see to be convinced.

El Paso is a city of more than 100,000 population within its metropolitan area; with beautiful homes and magnificent business buildings, with 70 miles of paved streets, well lighted; with 90 miles of cement sidewalks, with a splendid street railway service, with an abundant supply of chemically pure water for domestic purposes, at 20 cents per 1000 gallons to small consumers, the lowest rate of any city of the Southwest; with six trunk line railways—Southern Pacific, Texas & Pacific, Santa Fe, and El Paso & Southwestern and the Mexican National Lines and the Mexico & Northwestern, the latter two traversing the Southern Republic, all converging in El Paso, and all maintaining terminal facilities, including shops.

El Paso is the greatest cattle market in the Southwest, hundreds of thousands of head of livestock being handled through El Paso's stockyards every year and the number is constantly increasing.

El Paso is rapidly becoming a manufacturing center. Besides the railroad shops alluded to it has several foundries and machine shops, flour mills, the largest Portland cement plant in the west, the largest wood working establishment in the world, the second largest smelter in the world, a number of great brick-making plants, besides scores of factories devoted to the making of many articles of daily consumption, all of which give employment to thousands of men at remunerative wages.

It is estimated by those who have made a study of the situation, and, therefore, competent to judge, that 15,000,000 head of livestock roam the ranges of the district which El Paso may rightfully claim as her trade territory.

While the mining and cattle industries contribute largely to the wealth of El Paso the city is not wholly dependent upon either of them for her prosperity. The development of the 200,000 acres of fertile lands in the valleys of the Rio Grande, irrigated by means of the flood waters of that river stored behind the Elephant Butte dam, the largest irrigation dam on the American continent, if not in the world, will add greatly to the prestige of El Paso and firmly fix her status as a city of trade and commerce.

## El Paso as a Manufacturing Center

El Paso is already a great manufacturing center and the future possibilities in this direction are unlimited. It already has the largest woodworking establishment in the world, the largest Portland cement factory in the West, and the second largest smelter in the world. It has foundries and machine shops engaged in the manufacture of mining machinery and machinery of all kinds. It has great railway shops, mills devoted to the manufacture of paste products, flouring mills, furniture factories, factories for the manufacture of clothing of the cheaper grades, and countless small manufacturing plants. There are great beds of coal in the immediate vicinity of El Paso, which solve the fuel problem. If the present plan to use the water flowing from the Elephant Butte dam for the generation of electrical energy is carried out, furnishing 50,000 horsepower of electric current, the possibilities of the future for El Paso as a manufacturing center can only be imagined. El Paso needs shoe factories, automobile assembling works and factories for the conversion of the cotton grown in Mexico and Texas into cloth.

### El Paso a Shopping Center

El Paso is the shopping center for a district having a radius of fully 200 miles. It has some of the largest and finest department stores in the Southwest and catering to a trade having money to spend. These stores carry stocks which will compare in volume and quality with the stocks carried by any similar establishments outside of the largest cities in the country. Besides these large department stores it has a number of specialty shops, dealing in apparel for men and women, which carry lines that are marvels of completeness.

### El Paso's Climate Is Surpurb

So far as climate is concerned, El Paso is favored far beyond her sister cities. Her altitude of 3800 feet, coupled with extreme dryness of air, due to absence of humidity, gives El Paso and her immediate environment, including the irrigated valleys above and below it, every possible climatic advantage for health and comfort. In summer the thermometer seldom goes above 90; in winter rarely below freezing.

### A Jobbing and Banking Center

El Paso is the distributing and banking center for a district greater in area than that comprised in the area of the New England states, with New York, New Jersey and Pennsylvania thrown in for good measure. Her ten banks have a combined capital of \$2,500,000, with deposits approximating \$20,000,000.00, and are classed among the soundest and most conservative in the United States.

### El Paso Mecca for Tourists

For many reasons El Paso has long been recognized as a Mecca for tourists and every year thousands of transcontinental travelers take advantage of the ten-day stopover privilege granted by all railroads centering in the city to visit Mexico. El Paso is the largest city in the United States from which tourists may make an excursion by trolley line into a foreign country, where language, manners, customs, modes of dress and styles in architecture are absolutely foreign to the American conception of those details of life.

## WRITE FOR FURTHER INFORMATION

Readers of this advertisement, living in the North, East, South or West, who may wish to share in the unparalleled prosperity of El Paso, who may wish to find a home where the sun shines for more than 300 days of every 365, where the winters are so mild that outdoor work of any kind is never interfered with, where fuel bills are always at a minimum, where there will never be another drought, thanks to a dependable supply of water for irrigation purposes from the Elephant Butte dam; where farmers may get a good living through the intensive cultivation of a ten-acre farm, where anything which grows in the temperate or the semi-tropic zones will grow in abundance, may get all the information they desire by addressing a letter to

# EL PASO CHAMBER OF COMMERCE

## EL PASO, TEXAS

### In the Meantime DON'T FORGET

The Formal Dedication of the Elephant Butte Dam, Oct. 14, 1916

The 23rd Annual Convention of the International Irrigation Congress, Oct. 14 to 18, 1916

The 11th Annual Convention of the International Farm Congress, Oct. 19, to 21, 1916

The International Soil Products Exposition, Oct. 14, to 24, 1916

### FOUR GREAT EVENTS:-

Not only in the life of El Paso, but in the life of the nation. The dedication of the Elephant Butte dam to the uses for which it was intended by the direct representative of the President of the United States will be the spectacular incident of the annual convention of the International Irrigation congress.

The first session of the congress will be held at the dam coincident with the dedicatory exercises. The succeeding sessions of the congress will be held in El Paso, Oct. 16, 17 and 18.

Because of the important questions to come before the congress at the El Paso sessions it will rank as one of the most important meetings of the organization ever held.

The Farm congress from an educational point of view will be one of the best congresses held since it was organized eleven years ago. Many of the leading spirits of the movement to the end that the fertile lands in the semi arid belt, not susceptible of irrigation, be brought under the plow,

will attend the congress and will give the delegates the benefit of their experiences in the matter of soil cultivation and moisture conservation.

The International Soil Products exposition will be the largest agricultural fair to be held in the United States this year and will be well worth seeing.

The National Government is installing an exhibit costing \$20,000 and the government of Canada will have a space nearly as great. Besides the exhibits of the United States and Canada there will be exhibits from twenty states of the American union, to say nothing of the exhibits of more than one hundred counties of nearby states.

The Soil Products Exposition, while an agricultural show, primarily, will be an exposition in all that term implies. The show of livestock will be one of the best ever held in the Southwest, including dairy as well as beef cattle. In the amusement line the exposition will be the best ever held in this section of the country.

## DON'T FAIL TO TAKE PART IN THE BIG QUADRANGULAR EVENT